



United States
Department of
Agriculture

National
Agricultural
Statistics
Service

June 1999



Visual Management Guide

The NASS Symbol

Its Purpose and Use



Purposeful Communication

All organizations have an identity in the eyes of their public, whether an organization attempts to form one or not. These identities, a form of cumulative judgement, are derived from responses to products, services, personal contacts, and perceived mission. To create a positive perception, an organization must make an effort to present itself in a consistent and clear manner with understandable communication materials.

NASS Identity

The National Agricultural Statistics Service is an established agency with several symbols currently in use. Its primary symbol no longer reflects the agency's complexity, nor does it portray its primary endeavor. The reason for creating a new graphic identity for NASS is to present an image that displays the agency's primary function in both graphic and written terms, and that will represent NASS well for all activities and media uses.

Meaning

The NASS symbol has three elements. It contains a graphic, the initials of the agency's name, and a slogan. The graphic represents agriculture and statistics. Agriculture is represented by a visual of a field, a barn, and a silo. Statistics is represented by bars against a statistical grid. The initials stand for the agency's name. The slogan "Fact Finders for Agriculture" stands as a qualifier for the agency's mission.

Uses

The NASS symbol shall be used for all information materials in all media that the agency generates. This includes print material (stationery, publications, posters, advertising, banners, and the like), multi-dimensional material (exhibits, trade shows, seminars, conventions, and sign systems), and electronic material (videos, websites, and interactive exhibits).

Relationship to the Department of Agriculture

NASS is one of the U.S. Department of Agriculture's many agencies. When the NASS symbol is used with the USDA symbol, it shall always appear as a subset of the Department, except for special functions. When used with the symbols of other agencies of USDA, or with various State agencies, it should be displayed in an equal manner or as may be agreed upon with the other agency.

With Private Sector Partners

With private sector partners the NASS symbol may be displayed as determined to be appropriate, with the following caveat: The NASS symbol shall not be displayed in a manner that constitutes warranty of private sector organizations, products, services, or endeavors unless there is a legal agreement to do so. It shall not be displayed in a manner that could be construed as favoring one private sector organization or product over another.

Basic Symbol



Basic Signature



NASS
FACT FINDERS FOR AGRICULTURE
UNITED STATES DEPARTMENT OF AGRICULTURE

The Symbol, the Agency's Signature, and Manner of Display

Symbol.

The basic NASS symbol is the graphic representing agriculture and statistics.

Basic Signature.

When the agency's initials, "NASS," are placed to the right of the symbol with the slogan "Fact Finders For Agriculture," and the name of the Department, the agency's basic signature is formed.

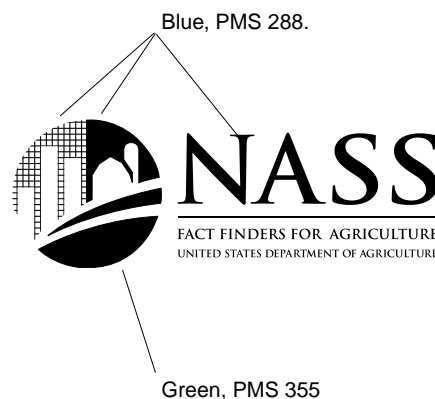
Manner of Display.

The NASS symbol may be displayed in various ways for the agency's information purposes. However, the style and proportion of the NASS symbol and signature are fixed by design. Do not attempt to recreate them in any manner. The agency will provide camera-ready art and electronic files as needed.

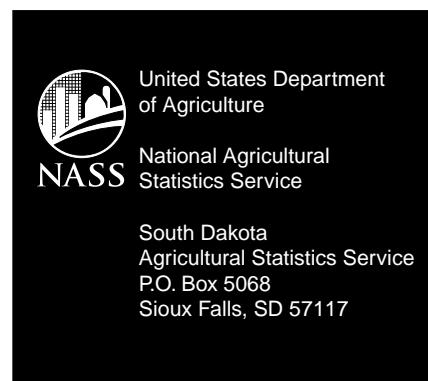
Color

Generally, the NASS symbol shall be shown in one color, usually black. There is a color version of the symbol when needed for two-color and multiple-color information materials. In the basic signature, the background behind the silo, the statistical grid, the initials NASS, the slogan, and the Department name are blue. The field in the bottom of the basic symbol is green.

The colors for the NASS symbol are specified in the Pantone Matching System (PMS), and conform to the universal standard for multiple-color printing, CMYK (C=Cyan, M=Magenta, Y=Yellow, and K=Black). For two-color materials the colors are PMS 355 (green) and PMS 288 (blue). For multiple-color or four-color process printing, the blue and green are obtained by "building" with the four colors as follows: For PMS 355 C=100, M=0, Y=91, K=6. For PMS 288 C=100, M=65, Y=0, K=30. For all other color applications, match the color media as closely as possible to the PMS system.



When the symbol and signature are printed on a dark background, place a white field behind the basic symbol and reverse or "drop out" the agency's initials, slogan, and Department name, address, and the like.



Manner of Display

With States



With the Department



With Other Agencies



Applications


These examples show the typical style for using the NASS identity on printed information materials. The style for all USDA stationery systems, administrative publications,⁽¹⁾

sign systems, and the USDA symbol is set forth in national standards. Please see the Visual Management Guides, *USDA Stationery Systems, Specifications and Uses*, December 1998, and *The USDA Symbol, Its*


Purpose and Use, August 1996, issued by the USDA's Office of Communications.⁽²⁾ For sign systems see *Service Center Signs*, issued by the National Food and Agriculture Council, September 1996.

Examples shown at 1/2 size.


Publication


United States
Department of
Agriculture

National
Agricultural
Statistics
Service


**Electronic
Dissemination
of Data**

National Release



Washington, D.C.

Broiler Hatchery

Released July 29, 1998, by the National Agricultural Statistics Service (NASS), Agricultural Statistics Board, U.S. Department of Agriculture. For information on "Broiler Hatchery" call Tom Kruchten at (202) 690 4870, office hours 7:30 a.m. to 4:00 p.m. ET.

Census

FORM 98-A1 (G) OMB NO. 0535-0226 APPROVAL EXPIRES 11/30/99


GUAM Census of Agriculture

Notice: Response to this inquiry is required by law (Title 7, U.S. Code). By the same law, your report is confidential and will only be used for statistical purposes. Your report cannot be used for purposes of taxation, investigation or regulation. The law also provides that copies retained in your files are immune from legal process.

NASS USE ONLY

035	036	037	038	039
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Part A. Questionnaire Identification (NASS Use Only)

Farm Serial Number


Part B. Operator's Name And Address or Physical Location

Full name (First name, middle initial, last name)

Address or physical location

READ TO RESPONDENT We estimate that it will take from 10 to 20 minutes to complete this report, with 15 minutes being the average time.

Combined Departments/State Survey


United States Department of Agriculture
National Agricultural Statistics Service
South Dakota
Agricultural Statistics Service
3526 S. Western Ave.
P.O. Box 5068
Sioux Falls, SD 57117
1 800 338 2557

Monthly Crop And Livestock Inquiry

United States Department of Agriculture
National Agricultural Statistics Service
United States Department of Commerce
NOAA, National Weather Service
South Dakota State University
Agricultural Extension Service

Form Approved OMB Number 535-0002
Approval Expires 09/30/01. Project Code 135

Dear Reporter:
Your assistance in the appraisal of the general situation in your county will be appreciated. Responses to this survey will be used to prepare our monthly crop weather report.

Please mail or FAX your report so that it will reach us by **Monday morning**. Thanks for your help.


Sincerely,
William G. Hamlin
State Statistician

Personnel Card


Kristine W. Morrison
Statistical Support Assistant

United States Department of Agriculture
National Agricultural Statistics Service
1400 Independence Ave., SW
Washington, DC, 20250-2000
Voice (202) 720 7017 • FAX (202) 720 7018
Email: kristine.morrison@usda.gov

National Survey



United States Department of Agriculture
National Agricultural Statistics Service
Michigan Agricultural Statistics Service
P.O. Box 20008
Lansing, MI 48901-0608
(517) 377 1831
FAX (517) 377 1829

**Monthly Hatchery Report
May 1999**

Form Approved OMB Number 0535-0004
Approval Expires 5/31/99. Project Code 158
QID 110001a **MICHIGAN**

Dear Producer:
Your response to this survey is **voluntary** and not required by law. Your response is important to insure reliable chick estimates. Individual reports are kept **confidential**.

Please return your completed form in the postage paid envelope provided, or it may be faxed to our office at (517) 377 1829. If you have any questions, please call our office at (517) 377 1831.

Sincerely,

David D. Klewer
State Statistician

(1) Scheduled for FY 1999.

(2) Look for "resources" on the website
www.usda.gov/agency/oc/design/